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WHAT IS CLAIMED IS:

- 1 1. A method of increasing consumer awareness of
- 2 products or services which are advertised in
- 3 television commercials, comprising:
- 4 enhancing a plurality of television commercials
- 5 by displaying a marketing website logo during each of
- 6 said plurality of enhanced television commercials;
- 7 providing a marketing website which is associated
- 8 with and identified by said marketing website logo and
- 9 which is accessible by consumers;
- 10 displaying to a consumer who has entered said
- 11 marketing website in response to viewing a particular
- 12 enhanced television commercial a list of television
- 13 networks on which enhanced television commercials have
- 14 aired, and prompting the consumer to select the
- 15 particular television network on which the consumer
- 16 viewed the particular enhanced television commercial;
- 17 displaying to the consumer a list of television
- 18 shows broadcasted by the particular television network
- 19 during which television shows enhanced television
- 20 commercials have been broadcasted, and prompting the
- 21 consumer to select the particular television show
- 22 during which the consumer viewed the particular
- 23 enhanced television commercial;
- 24 displaying to the consumer a list of enhanced
- 25 television commercials which were broadcasted during
- 26 the particular television show, and prompting the
- 27 consumer to select the particular enhanced television
- 28 commercial; and
- 29 providing a game or contest for the consumer to
- 30 play which game or contest provides information on or
- 31 relates to the particular product or service
- 32 advertised by the particular enhanced television
- 33 commercial.

1 2. A method as defined in Claim 1, wherein said  
2 enhancing step comprises:  
3 placing said marketing website logo in a  
4 prominent position during at least a portion of each  
5 of said television commercials.

1 3. A method as defined in Claim 1, wherein said  
2 marketing website logo comprises:  
3 the Universal Resource Locator ("URL") address of  
4 said marketing website; and  
5 a stylized logo which contains said URL address  
6 of said marketing website.

1 4. A method as defined in Claim 1, additionally  
2 comprising:  
3 enhancing printed materials which are transmitted  
4 to consumers by printing said marketing website logo  
5 thereupon.

1 5. A method as defined in Claim 4, wherein said  
2 printed materials comprise at least one of the group  
3 consisting of:  
4 billing statements, print advertisements,  
5 telephone advertisements, and billboards.

1 6. A method as defined in Claim 1, wherein said step  
2 of displaying a list of television networks comprises:  
3 displaying a readily recognizable logo for each  
4 of said television networks on which at least one  
5 enhanced television commercial has aired.

1 7. A method as defined in Claim 6, additionally  
2 comprising:

3           enhancing at least one type of printed material  
4           which is to be transmitted to consumers by printing  
5           said marketing website logo thereupon; and  
6           displaying, simultaneously with said step of  
7           displaying a list of television networks, a readily  
8           recognizable logo for said type of printed material.

1       8.    A method as defined in Claim 1, wherein said step  
2       of displaying a list of television shows comprises:  
3           displaying a readily recognizable name or logo  
4           for each of said television shows during which at  
5           least one enhanced television commercials has aired.

1       9.    A method as defined in Claim 1, wherein said step  
2       of displaying a list of enhanced television  
3       commercials comprises:  
4           displaying a separate information element  
5           associated with each enhanced television commercial  
6           which was broadcasted.

1       10.   A method as defined in Claim 9, wherein said  
2       information element comprises:  
3           at least one item selected from the group  
4           consisting of the name of a company which manufactures  
5           or sells a product or service being advertised, a  
6           model name or number of a product or service being  
7           advertised, and information about a prize being  
8           awarded in said game or contest.

1       11.   A method as defined in Claim 1, wherein said  
2       prompting steps lead the consumer to make the  
3       appropriate selection by placing a cursor of a mouse  
4       on a desired location and clicking a button of the  
5       mouse to make the selection.

1 12. A method as defined in Claim 1, additionally  
 2 comprising:  
 3 obtaining demographic information from the  
 4 consumer.

1 13. A method as defined in Claim 12, wherein said  
 2 obtaining step comprises:  
 3 obtaining information about the consumer  
 4 regarding at least two items from the group consisting  
 5 of the consumer's gender, the consumer's age, the  
 6 consumer's relationship status, the consumer's  
 7 residential occupancy type, the consumer's zip code,  
 8 the consumer's salary bracket or household income, the  
 9 consumer's household size, and the consumer's  
 10 television viewing or radio listening habits.

1 14. A method as defined in Claim 1, additionally  
 2 comprising:  
 3 requiring each consumer accessing said marketing  
 4 website to register by providing certain information  
 5 prior to said providing step.

1 15. A method as defined in Claim 14, wherein said  
 2 information comprises:  
 3 at least two items from the group consisting of  
 4 the consumer's name, the consumer's e-mail address,  
 5 the consumer's address, and the consumer's zip code.

1 16. A method as defined in Claim 14, wherein said  
 2 requiring step comprises:  
 3 determining whether the consumer has previously  
 4 registered;  
 5 if the consumer has previously registered,  
 6 requiring the consumer to log in; and

7 if the consumer has not previously registered,  
8 requiring the consumer to register.

1 17. A method as defined in Claim 1, wherein said  
2 providing step comprises:

3 providing to the consumer the game or contest  
4 related to the particular product or service  
5 advertised by the particular enhanced television  
6 commercial; and

7 upon completion of the game or contest related to  
8 the particular product or service advertised by the  
9 particular enhanced television commercial, providing  
10 to the consumer the consumer's score or standing.

1 18. A method as defined in Claim 17, wherein said  
2 providing step additionally comprises:

3 providing to the consumer the option to be  
4 notified of the final game or contest results and  
5 allowing the consumer to select said option.

1 19. A method as defined in Claim 18, wherein if the  
2 consumer has selected the option to be notified of the  
3 final game or contest results, said notification is  
4 provided by one of the delivery mechanisms selected  
5 from the group consisting of e-mail, voice e-mail,  
6 pager alert, wireless e-mail, or by providing a  
7 toll-free telephone number.

1 20. A method as defined in Claim 1, wherein said  
2 providing step comprises:

3 displaying to the consumer a plurality of  
4 additional games or contests which can be played;

5 prompting the consumer to select at least one  
6 additional game or contest to be played;

7           upon selection by the consumer of such additional  
8   game(s) or contest(s) to be played, or the consumer  
9   declining to do so, providing to the consumer the game  
10   or contest related to the particular product or  
11   service advertised by the particular enhanced  
12   television commercial; and

13 following completion of the game or contest  
14 related to the particular product or service  
15 advertised by the particular enhanced television  
16 commercial, providing to the additional game(s) or  
17 contest(s) selected.

21. A method as defined in Claim 20, wherein said additional games or contests are related to products or services which in turn are related to the particular product or service advertised by the particular enhanced television commercial.

1 22. A method as defined in Claim 20, further  
2 comprising:

3           delivering a coupon to the consumer following the  
4   completion of at least one of the additional games,  
5   wherein said coupon may be printed by said consumer.

1     23. A method as defined in Claim 1, wherein said game  
2     or contest comprises:

3           a game or contest in which the consumer is  
4   required to provide information from the particular  
5   enhanced commercial, and the scoring for such game or  
6   contest is based upon the degree to which such  
7   information is correctly provided.

1 25. A method of increasing consumer awareness of a  
2 product or service which is advertised in a television  
3 commercial, comprising:

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4         displaying a marketing website logo during the
5 television commercial;
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6 providing a marketing website which is associated  
7 with and identified by said marketing website logo and  
8 which is accessible by consumers;

9 displaying to a consumer who has entered said  
10 marketing website in response to viewing the  
11 television commercial a list of television networks on  
12 which television commercials which display said  
13 marketing website logo have been broadcasted, and  
14 prompting the consumer to select the television  
15 network on which the consumer viewed the television  
16 commercial;

17           in response to the consumer's selection of a  
18       particular television network, displaying to the  
19       consumer a list of television shows broadcasted by the  
20       particular television network during which television  
21       shows television commercials which display said  
22       marketing website logo have been broadcasted, and  
23       prompting the consumer to select the television show  
24       during which the consumer viewed the television  
25       commercial;

26 in response to the consumer's selection of a  
27 particular television show, displaying to the consumer  
28 a list of television commercials which display said  
29 marketing website logo and which were broadcasted

30 during the selected television show, and prompting the  
31 consumer to select the television commercial; and  
32 in response to the consumer's selection of the  
33 television commercial, providing a game or contest for  
34 the consumer to play which game or contest provides  
35 information on or relates to the particular product or  
36 service advertised by the television commercial.

1     26. A method of increasing consumer awareness of  
2     products or services which are advertised in  
3     television commercials, comprising:

4           enhancing a plurality of television commercials  
5       by displaying a marketing website logo during each of  
6       said plurality of enhanced television commercials;

7           providing a marketing website which is associated  
8       with and identified by said marketing website logo and  
9       which is accessible by consumers;

10 displaying to a consumer who has entered said  
11 marketing website in response to viewing a particular  
12 enhanced television commercial a list of television  
13 networks on which enhanced television commercials have  
14 aired, and prompting the consumer to select the  
15 particular television network on which the consumer  
16 viewed the particular enhanced television commercial;

17           in response to the consumer's selection of a  
18   particular television network, displaying to the  
19   consumer a list of television shows broadcasted by the  
20   particular television network during which television  
21   shows enhanced television commercials have been  
22   broadcasted, and prompting the consumer to select the  
23   particular television show during which the consumer  
24   viewed the particular enhanced television commercial;

25           in response to the consumer's selection of a  
26   particular television show, displaying to the consumer



27 a list of enhanced television commercials which were  
 28 broadcasted during the particular television show, and  
 29 prompting the consumer to select the particular  
 30 enhanced television commercial; and

31 in response to the consumer's selection of the  
 32 particular enhanced television commercial, providing a  
 33 game or contest in which the consumer may play for a  
 34 prize or award, which game or contest provides  
 35 information on or relates to the particular product or  
 36 service advertised by the particular enhanced  
 37 television commercial.

1 27. A method of enhancing the marketing of products  
 2 or services which are advertised in television  
 3 commercials, comprising:

4 providing a marketing website which is associated  
 5 with an indicia and which is accessible by consumers;

6 enhancing a plurality of television commercials  
 7 by displaying said indicia which is associated with  
 8 said marketing website during each of said plurality  
 9 of enhanced television commercials;

10 providing incentives to motivate consumers to  
 11 enter said marketing website in response to viewing  
 12 enhanced television commercials;

13 displaying to a consumer who has entered said  
 14 marketing website in response to viewing a particular  
 15 enhanced television commercial a series of screens  
 16 which prompt the consumer to select the particular  
 17 enhanced television commercial viewed by the consumer;  
 18 and

19 providing marketing information relating to the  
 20 product advertised by the particular enhanced  
 21 television commercial viewed by the consumer in a  
 22 manner which is associated with said incentives.

